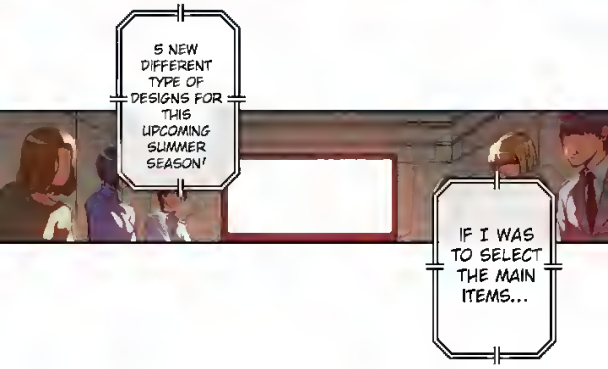
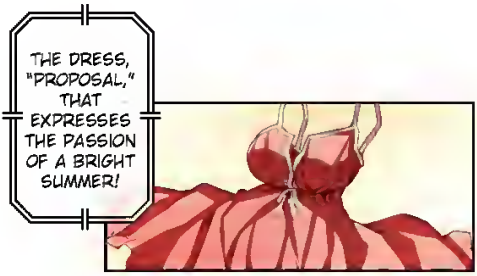
COMIC GT
언밸런스×3
UNBALANCE TRIANGLE
글 임달영 작화 이수현

GAME OF SCANLATION
READ AT HTTP://GOS.MOE


5 NEW DIFFERENT TYPE OF DESIGNS FOR THIS UPCOMING SUMMER SEASON!
IF I WAS TO SELECT THE MAIN ITEMS...


THE DRESS, "PROPOSAL," THAT EXPRESSES THE PASSION OF A BRIGHT SUMMER!

THE TWO-PIECE, "LINNE," WHICH EXPRESSES ELEGANCE WITH ITS BLACK AND GREY TONES!

THESE TWO DESIGNS
WILL TAKE THE HEARTS OF OUR CONSUMERS THIS COMING SUMMER.

탁

ACCORDING TO RESEARCH, THESE DESIGNS FROM KUO-LONG WERE CREATED BY THE HEAD DESIGN PARTNER, CHRISTIAN ELINO.
THAT ALONE IS ENOUGH FOR IT TO GO VIRAL.

BUT ALL THESE HAVE ALREADY BEEN USED FOR MARKETING LAST YEAR.
IT BOTHERS ME THAT THEY HAVEN'T BEEN ABLE TO MAKE A BIG ISSUE WITH THIS DESIGN WHEN IT'S ALREADY A YEAR OLD.
PUT IT SIMPLY, THEY'RE DEAD-WEIGHT.
A 2 BILLION WON INVENTORY!
끄응
....
BUT
THE QUALITY IS TOP NOTCH.
두근
두근

A DESIGN BY CHRISTIAN, AND KUO-LONG'S DISTRIBUTION CHANNELS...

ALTHOUGH IT'S ALREADY A YEAR OLD, I BELIEVE WE CAN SUCCESSFULLY DISTRIBUTE THEM IF WE DO THE RIGHT PROM-OTIONS THIS YEAR.

DON'T YOU THINK...

THIS COULD BE OUR CHANCE?

TO BE ABLE TO PURCHASE THEM AT SUCH A PRICE...
AND TO HAVE EXCLUSIVITY OVER CHRISTIAN'S 2016 SUMMER DESIGN IS JUST AMAZING...!!
...!!
위기는 곧 기회!!
엘레강스의 힘을
보여줄 때다!!
A DANGER TURNED INTO OPPORTUNITY!!
IT'S TIME TO SHOW WHAT ELEGANCE IS CAPABLE OF!!

글 임달영 X 그림 이수현

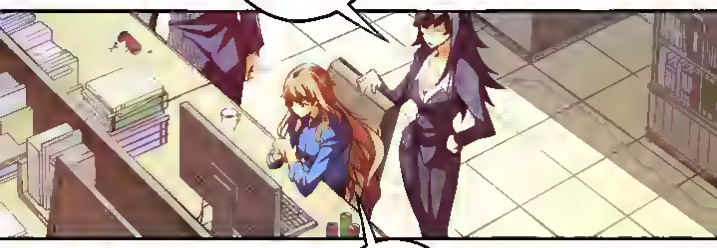
언밸런스 X3

UNBALANCE TRIANGLE

HAPPENING (63-1) IF WE CAN GET THIS GOING...!

HMM...

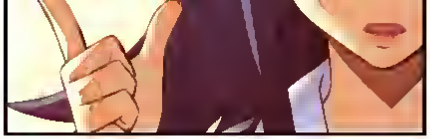
IT APPEARS THESE DESIGNS WERE FAIRLY POPULAR AMONGST WOMEN IN THEIR EARLY 20'S...



THEN WHY ARE THERE SO MUCH INVENTORY LEFT?

THE COST IS HIGH. EVEN THE RAW MATERIALS ARE...

IF A CONSUMER WANTED TO MAKE IT A SET, THEY'D HAVE TO PURCHASE A TWO-PIECE FOR 200,000 WON.

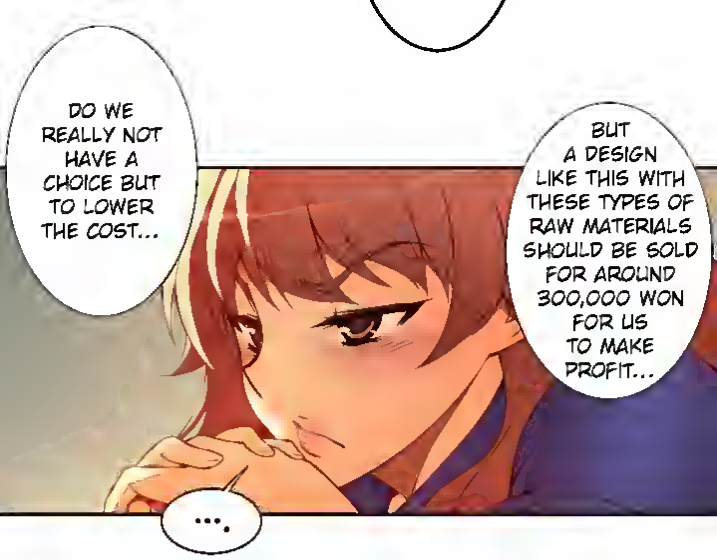


NOT A FRIENDLY COST FOR WOMEN IN THEIR EARLY 20'S CAN SPEND.
HMM...

NOW THAT YOU MENTION IT, I DON'T THINK I'VE SEEN ANY ADS.
IT COULD BE POSSIBLE THAT THEY DIDN'T HAVE ENOUGH BUDGET AFTER SPENDING SO MUCH FROM DESIGN AND RAW MATERIALS.

THEY PROBABLY WERE RELYING ON CHRISTIAN ELINO'S NAME TO SELL ITSELF.
AH. BECAUSE WOMEN IN THEIR 20'S ARE PRETTY KEEN ABOUT BRANDS ON THE NET.

IT WAS A GOOD STRATEGY, BUT IT FAILED.
THAT'S BECAUSE IT WAS EXPENSIVE.


DO WE REALLY NOT HAVE A CHOICE BUT TO LOWER THE COST...
BUT A DESIGN LIKE THIS WITH THESE TYPES OF RAW MATERIALS SHOULD BE SOLD FOR AROUND 300,000 WON FOR US TO MAKE PROFIT...
....

ACTUALLY ...
ISN'T IT THE OPPOSITE?
WHAT ....?

HONESTLY, THIS DESIGN... IT'S VERY NICE AND IT WON'T FOLLOW TRENDS.

WHY DON'T WE RAISE THE PRICE UP?
WHAT?
RAISE THE PRICE? IN THIS ECONOMY?
THE ONE-PIECE ALONE IS 168,000 WON. YOU KNOW THAT RIGHT, PRESIDENT?
YEAH, THAT'S THE PROBLEM.
ISN'T IT STRANGE HOW THEY'RE UNDER 200,000 WON WHEN THE QUALITY OF ITS MATERIALS ARE THIS GOOD WITH A DESIGN FROM CHRISTIAN?

THIS PRICE ISN'T HIGH ENOUGH TO BE SOLD AS A LUXURY BRAND, AND IT SURE IS DAMN TOO EXPENSIVE TO BE SOLD TO THE GENERAL PUBLIC.
WHILE IT COMES OFF AS SOMETHING CHEAP TO THOSE WHO HAVE MONEY, THOSE IN THE GENERAL POPULATION COULD BE DOUBTING THAT SOMETHING LIKE THIS IS REALLY FROM CHRISTIAN WITH HOW LOW THE PRICE IS.
SO WE SHOULD....
NARROW OUR CONSUMER RANGE... AND GO HARDER.

ELEGANCE HAS GROWN TO WHERE IT IS BY SELLING AFFORDABLE FASHION TO THE GENERAL PUBLIC!

WE CAN'T IGNORE THE TRUST OUR BUYERS HAVE WITH US FROM THE INFRASTRUC-TURE WE'VE CREATED!

SO...

I WANT TO GO AGGRESSIVE WITH THIS ONE.

ELEGANCE HAS EXCLUSIVITY OVER CHRISTIAN'S SUMMER PREMIUM DESIGNS!

WE'RE GOING TO SELL

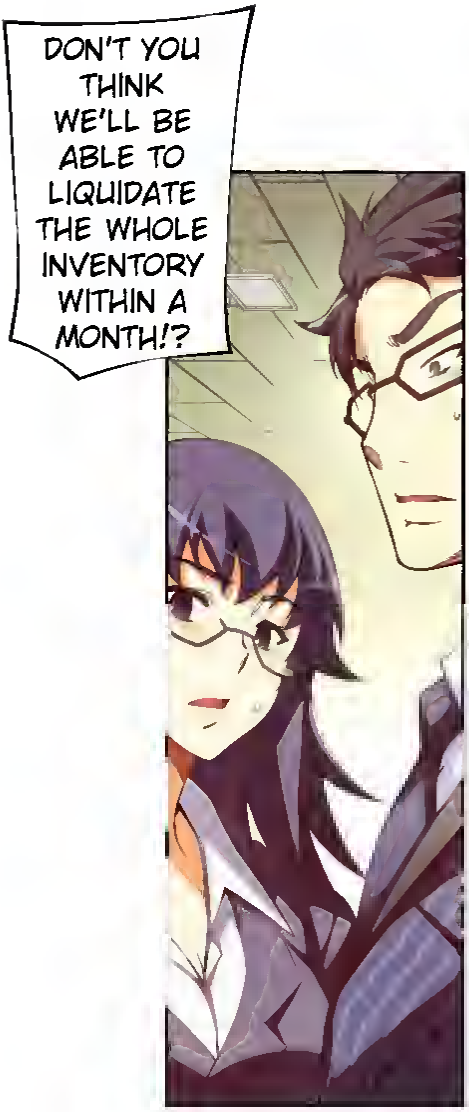
168,000 WON ONE-PIECE DRESS AT ITS REAL PRICE OF 368,000 WON!

AND WE'RE GOING TO CHANNEL THE BALANCE RIGHT BACK INTO MARKETING!

WITH THAT, WE'LL BE ABLE TO ADVERTISE NEW DESIGNS AND INCREASE THE TRAFFIC TO OUR SITE!

BY 3 TIMES...?

YEAH! DESIGNS LIKE THESE WOULDN'T HAVE TROUBLE BEING SOLD AT 500,000 WON IN DEPT. STORES. OH, WE CAN EVEN USE A FAMOUS PERSON TO DO A VIDEO PROMOTION!
A FAMOUS PERSON... LIKE A MODEL OR A CELEBRITY?
ANYWAYS, LET'S TRY OUR BEST! THERE ARE TOTAL OF 30,000 UNITS... WITH EVERYTHING TOGETHER!
IF WE CAN GET THIS GOING...!


DON'T YOU THINK WE'LL BE ABLE TO LIQUIDATE THE WHOLE INVENTORY WITHIN A MONTH!?

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CHOI HA-KYUNG IS IN HER BUSINESS MODE!

Produced by COMIC GT

다음 화에 계속…